



MIKE VASILINDA PRODUCTIONS, INC.

August 2, 2003

The Honorable Tony Grippa
Chairman, Leon County Board of County Commissioners
Leon County
Tallahassee, FL 32301

Dear Chairman Grippa,

It was great to see you at the Tallahassee Chamber of Commerce Retreat. You once again showed yourself to be an asset to our community by your insightful comments at the podium and your leadership throughout the conference.

Thank you for agreeing to present to the County Commission our proposal for the production of the *Welcome to Tallahassee DVD*. We have the production concept fully developed and the opening to the video almost completed. We would like to proceed with the remaining production efforts and urge you to put this proposal before the Commission as soon as possible.

At this time, the City and TCC have agreed to contribute to the project. Their contribution and the Commission's will be enough to move forward with a highly produced, top of the line production, that will make you, the Commission and the citizens of Leon County proud. Most importantly, the video will have a positive effect on potential residents and businesses who are in the process of deciding to become part of our lovely, unique, and dynamic area.

We also need to make an appointment to interview you in order to include your message as the Leon County Commission Chairman in the DVD. If you have any questions please call me. One of our producers will contact you within the next weeks.

For more information on the project and prospective partners, please see the attached proposal.

Respectfully,

Michael D. Vasilinda
President

— WE TELL YOUR STORY —

Proposal for "Tallahassee: Recipe for the Good Life" Relocation Video

The Purpose of the Project

- Market Tallahassee to prospective new residents as a viable place to locate a business, become employed, retire, or get an education.
- Market in particular the sponsors' companies, services, and associations to new residents.
- Educate people moving to Tallahassee on the full range of services and amenities offered by the "good life" in Tallahassee and the sponsors' businesses.
- Allow for an easier transition of people moving to Tallahassee which will aid in their full assimilation as contributing citizens and the long term retention of new residents.

Potential Sponsors

Tallahassee Chamber of Commerce
Florida State University
Capital Regional Medical Center
Tallahassee Memorial Hospital
Tallahassee Magazine
Leon County School Board
Tallahassee Board of Realtors
Tallahassee Community College and affiliated colleges, i.e., Barry and Flagler Colleges
Florida Agriculture and Mechanical University
City of Tallahassee
Leon County
Leon County Civic Center
Tallahassee Bar Association

Overall Vision of the Project

Tallahassee has all the ingredients of the "good life". Tallahassee is, however, a city of subtle beauty, simple pleasures, great amenities, and talented and caring people. It does not scream for attention like some cities but unfolds its riches slowly. That's all fine and good for those who do take the time to savor its subtlety but when we're courting new business and employees, competing against cities who do scream for attention, we need to effectively communicate Tallahassee's unique and wonderful character. Business owners, corporate executives, employees, faculty, students, and retirees who are considering a move have many questions and concerns about their new home. They want to know about medical care, schools, utilities, the housing market, higher education opportunities, parks, entertainment, cultural activities and essential services.

Recipe for the Good Life page two

Consumers today are becoming more and more savvy. They read about the "10 Best Places to Raise Your Children, Move Your Business, Retire..." ; You fill in the blanks. The articles, the surveys, the buzz, the marketing are out there. What better way to show off Tallahassee than with beautiful images of the ingredients of the "good life" that can be lived here?

Not only will scenes of beautiful canopy roads convince our intended audience that Tallahassee is the place to live and grow but so will the solid information provided in a DVD or video format about the expertise and capabilities of our medical community, the excellent education to be had in our schools, colleges, and universities, the thriving real estate market, the fun to had in our parks and places of entertainment and culture, and our dynamic social life.

The sponsors would be procuring time within the video to market and brand their own service or business as well the general information about the community.

DVD/Video Length

The length of the DVD/Video is contemplated to be 30 minutes. The actual length will depend on the number of sponsors and the desire to include special community characteristics.

Distribution and Profit

The sponsors would receive 25 DVD's of VHS tapes with additional copies available at cost to distribute for their own needs. MVP would retain by contract copyright of the production with respective rights to update and for percentage of sales.

If you have any questions or suggestions, please contact Mike Vasilinda, or Jim Loftus at 850-224-5420.